

KMOV(TV)
EEO PUBLIC FILE REPORT
October 1, 2010 - September 30, 2011¹

I. VACANCY LIST

See **Master Recruitment Source List (MRSL)** for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Media Account Executive	1-6, 8-19, 21-38	19
Promotions Producer	1-6, 8-18, 21-38, 40	40
Backpack Journalist	1-6, 8-18, 20-38	20
Assignment Desk Supervisor	2-9, 11-17, 25, 26, 28, 29, 31, 32, 35, 36, 43	43
General Assignment Reporter	1-6, 8-18, 21-38, 43	43
Assignment Desk Assistant	1-6, 8-18, 21-38	17
News Producer – Investigative	1-6, 8-18, 21-38, 41	41
Media Account Executive	1-6, 8-19, 20-38	20
Promotions Manager	1-6, 8-19, 21-38	19
Cars.com Retention Coordinator	1-6, 8-19, 21-38	19
Anchor/Reporter	15	15
Local Sales Manager	1-6, 8-19, 21-38	15
Media Account Executive	1-6, 8-19, 21-38	19
Digital Account Executive	1-6, 8-38, 42	17
Mobile Web Producer	1-6, 8-19, 21-38	17
Web Producer	1-6, 8-19, 21-38	19
Morning News Producer	1-6, 8-18, 21-38	17

¹ This report reflects data collected from September 22, 2010 through September 21, 2011.

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II. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes- No)	No. of Interviewees Referred by RS over reporting period
1	National Association of Hispanic Journalists Ms. Virginia Galindo www.nahj.org National Press Building 529 14 th St. NW, Ste. 1193 Washington, DC 20045 202-662-7145	N	0
2	Harris-Stowe State University Ms. Wanda McNeil careerservices@hssu.edu 3026 Laclede Ave. St. Louis, MO 63103 314-340-3512	Y	0
3	NAACP-St. Louis Branch Attn: President, NAACP stlouisnaacp@sbcglobal.net 625 North Euclid, Suite 460 St. Louis, MO 63108 314-361-8600	Y	0
4	Urban League of Metro St. Louis Mr. Kim Love kllove@urbanleague-stl.org 3701 Grandel Square St. Louis, MO 63108 314-615-3624	Y	0
5	Coalition of 100 Black Women Ms. Daffne Moore ncbwstl@yahoo.com P.O. Box 775076 St. Louis, MO 63177 314-622-3400	Y	0
6	Business Persons Between Jobs Mr. Frank German bbjoffice@bbj.org 601 East Claymont Dr. Ballwin, MO 63011 636-394-1440	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes- No)	No. of Interviewees Referred by RS over reporting period
7	Veterans Assistance Commission Mr. Dave Bellm dlbellm@co.madison.il.us Madison County Administration Building 157 N. Main, Ste. 115 Edwardsville, IL 62025 618-692-7040	N	0
8	Howard University Ms. Carol Dudley, Career Development cdudley@howard.edu 525 Bryant St., NW, Room 107 Washington, DC 20059 202-806-5806	N	0
9	Washington University Ms. Leigh Deusinger careerlink@wustl.edu Campus Box 1091, 1 Brookings Drive, St. Louis, MO 63130 314-935-4671	N	0
10	Hispanic Chamber of Commerce-Metro St. Louis Mr. Rodriguez Guillermo 3611 S. Grand Blvd. St. Louis, MO 63118-3403 314-516-4220	N	0
11	AFTRA Ms. Louise Sommers Lsommers@aftra.com 1310 Papin, Suite 103 St. Louis, MO 63103 314-231-8410	N	0
12	IBEW Local 4 Ms. Elaine Hoernis ibewlocal4@sbcglobal.net 2121 59 th Street, Suite A St. Louis, MO 63110 314-664-0202	Y	0
13	Productive Futures Ms. Chrystal Houston prodfutr@stlouis.missouri.org 5225 Delmar St. Louis, MO 63108 314-367-2522	Y	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes- No)	No. of Interviewees Referred by RS over reporting period
14	St. Louis Agency on Training & Employment Mr. Ariel King Aking@stlworks.com 1520 Market St., Room 3050 St. Louis, MO 63103 314-657-3544	Y	0
15	Frank N. Magid Associates, Inc. Ms. Barbara Frye bfrye@magid.com One Research Center Marion, IA 52302 319-377-7345	N	4
16	Medialine (Website) Mr. Mark Shilstone medialine@medialine.com P.O. Box 51909 Pacific Grove, CA 93950 800-237-8073	Y	0
17	KMOV-TV (Website) Mr. Bryce Moore www.kmov.com 1 Memorial Drive St. Louis, MO 63102 314-444-3341	N	42
18	Broadcast Employment Services (Website) Mr. Mark Holloway www.tvjobs.com P.O. Box 4116 Oceanside, CA 92052 760-754-8177	N	2
19	Employees Referrals	N	16
20	Non-employee Referrals	N	8
21	American Indian Council Ms. Dawn Jordan 317 North 11 th Street, 7 th Floor St. Louis, MO 63101 314-657-3542; Fax 314-231-7923	N	0
22	Broadcast Center Mr. John Carroll 2360 Hampton Ave. St. Louis, MO 63139 314-647-8181; Fax 314-647-1575	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes- No)	No. of Interviewees Referred by RS over reporting period
23	Division of Workforce Development Mr. Dylan Minor 1716 Four Seasons Dr. Jefferson City, MO 65101 Fax 314-877-0931	N	0
24	Fontbonne University Ms. Carol Dillon 6800 Wydown Blvd. St. Louis, MO 63105 314-889-4579; Fax 314-889-4565	N	0
25	Langston University Ms. Carolyn Ross cdross@LUnet.edu KALU Dept of Communications Hwy 33 Sanford Hall, 3 rd Floor Langston, OK 73050 405-466-3247	N	0
26	Lincoln University Ms. Denise Ridenhour ccsjobs@lincolnu.edu Founders Hall 816 Chestnut St. Jefferson City, MO 65101 573-681-5162; Fax 573-681-5165	N	0
27	Lindenwood University Ms. Dana Wehrli 209 S. Kingshighway Saint Charles, MO 63301 Fax:636-949-4790	N	0
28	Maryville University Ms. Lynn Willits 13550 Conway Road Saint Louis, MO 63141 Fax 314-529-9923	N	0
29	Missouri State University Mr. Jack Hunter 901 S. National Ave. Springfield, MO 65897 Fax 417-836-6797	N	0
30	Southeast Missouri State University Ms. Diane Bright One University Plaza Cape Girardeau, MO 63701 Fax 573-651-2532	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes- No)	No. of Interviewees Referred by RS over reporting period
31	United Negro College Fund Mr. John Armstrong john.armstrong@uncf.org 1015 Locust Street, Suite 406 St. Louis, MO 63101 314-241-5958 Fax 314-241-9504	N	0
32	University of Missouri – Columbia Ms. Amanda Nell career@missouri.edu 201 Student Success Center 909 Lowry Mall Columbia, MO 65211-6060 573-882-0878 Fax 573-882-5440	N	1
33	University of Missouri – St. Louis Emily McEneny 800 Natural Bridge Road St. Louis, MO 63121 314-516-5100 Fax 314-516-6535	N	0
34	Webster University Mr. Ray Angle 470 East Lockwood Webster Groves, MO 63119 Fax 314-968-7478	N	0
35	ITT Technical Institute Ms. Rachel Richardson rnrichardson@itt-tech.edu 3640 Corporate Trail Drive Earth City, MO 63045 314-298-7800	N	0
36	TVB.org Ms. Tiphany Jones tiphany@tvb.org 3 East 54 th Street New York, NY 10022 212-891-2218	N	1
37	Society of Broadcast Engineers Mr. Scott Jones www.sbe.org 9102 North Meridian, Suite 150 Indianapolis, IN 46260 317-846-9000	N	0
38	Belo Corp. Ms. Jan Tallichet www.intranet.belo.com 400 S. Record St. Dallas, TX 75202 214-977-6633	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes- No)	No. of Interviewees Referred by RS over reporting period
39	SND Publishing, LLC Spots n Dots & Cable Spots accounting@spotsndots.com 1635 Old Highway 41, Suite 112-338 Kennesaw, GA 30152 888-884-2630	N	0
40	602 Communications Mr. Graeme Newell slizik@602communications.com 1011 Lyndhurst Falls Ln Knightdale, NC 27545 919-217-4438	N	2
41	Dolan Media Management Mr. Tom Dolan 3 North Court St. Frederick, MD 21701 301-668-1511	N	8
42	LinkedIn Corporation 2029 Stierlin Ct. Mountain View, CA 94043	N	0
43	Internal Transfer/Promotion	N	2
TOTAL INTERVIEWEES OVER REPORTING PERIOD:			86

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III. RECRUITMENT INITIATIVES

	Type of recruitment initiative (menu selection)	Brief description of activity
1	Sponsor an event/program on behalf of an educational institution relating to broadcast careers.	Throughout the reporting period, KMOV has partnered with several universities to teach website skills. KMOV.com works closely with the Journalism programs at several universities in the St. Louis region. In this relationship the employees of KMOV.com have made guest speakers available for classes, offered job shadowing and station tours, and provided opportunities, which are coordinated through the instructors, for student's work to appear on the KMOV.com platform. In addition, our Website Manager works directly with a number of schools, both large and small, including the University of Missouri, University of Illinois, the University of Nebraska, Iowa State University, Southern Illinois University at Carbondale, Southern Illinois University at Edwardsville, St. Louis University, Washington University, Webster University, Lindenwood University, and St. Louis Community College. A number of our entry level employees, such as our Broadcast Website Assistants, are recruited through our efforts to work with aspiring journalists and the partnerships with universities.
2	Establish a training program designed to help station personnel qualify for higher-level positions.	KMOV offers a 26-week paid training program. Broadcast Website Assistants, while performing basic functions in the Newsroom, are also given the opportunity to train with other Newsroom employees to learn writing, researching, assignment desk, shooting/editing skills, and Website skills. In the last several years, a number of Broadcast Website Assistants have advanced into higher-level positions at the station, including a part time to full time Associate Producer for a locally produced show "Great Day St. Louis," a part time Online News Producer, and a full time Online News Producer. Many have also utilized this experience to obtain their first full-time position in the broadcast industry outside of KMOV, including full time positions at other Belo Stations. KMOV has five such positions filled at all times. During the period covered by this report, a total of twelve Broadcast Website Assistants rotated through this position.

	Type of recruitment initiative (menu selection)	Brief description of activity
3	Establish an internship program designed to assist in acquiring skills needed for broadcast employment.	<p>During the reporting period, KMOV offered paid internships to college students as follows:</p> <p>Spring 2011 – one student from Webster University interned in KMOV’s Web Center</p> <p>Summer 2011 – one student from Transylvania University interned in Sales Commercial Production</p> <p>Summer 2011 – one student from the University of Missouri-Columbia interned in KMOV’s Web Center</p> <p>Fall 2011 – one student from Southern Illinois University-Edwardsville interned in KMOV’s Web Center</p> <p>Web Center interns assist with the daily operation of KMOV’s digital platforms. This includes supporting the web staff by generating content for KMOV .com, mobile and social media platforms. In addition, interns may be required to run the teleprompter for newscasts and perform other routine support tasks such as sorting mail, stuffing envelopes and answering phones as needed. Web center interns were supervised by our Web Manager.</p> <p>Our Sales Commercial Production intern was supervised by the Manager of Commercial Production. Her responsibilities were to meet with commercial clients and assist in the development of commercial ideas and scripts. She was asked to write commercial copy, to participate in the field and studio production of commercial shoots, to add input to the post-production process, and to supervise small production tasks such as executing tags, revisions, dubs, voiceovers, etc.</p>
3	Participate in an event/program sponsored by an educational institution relating to broadcast careers.	From August 2010 through December 2010, one of our Anchor/Reporters served as a lecturer for the Dept. of Mass Communications at Southern Illinois University-Edwardsville. She taught the “Writing for the Media” course (an introductory news writing and reporting class). About fifteen college students per class were taught during the Fall 2010 semester.
4	Participate in an event/program sponsored by an educational institution relating to broadcast careers.	From October 5, 2010 through November 28, 2010, one of our Anchor/Reporters was an instructor at the Broadcast Center, a broadcast technical trade school. The Anchor/Reporter taught Electronic Journalism, an 8-week course required for students at the Broadcast Center & Fontbonne University.
5	Participate in a job fair.	On October 28, 2010, our station attended the Internship Expo at Webster University’s Communications Department. Professors and students learned about the internships and job opportunities at KMOV. Station participants included our Website Manager.

	Type of recruitment initiative (menu selection)	Brief description of activity
6	Participate in an event/program sponsored by an educational institution relating to broadcast careers.	On November 16, 2011, one of our General Assignment Reporters was a guest speaker at St. Louis University's Communications Class of nineteen students. The Reporter discussed his career path, daily routine of news, top stories covered, and had a question & answer session.
7	Participate in an event/program sponsored by an educational institution relating to broadcast careers.	On November 29, 2010, our Website Manager was a guest lecturer to the Broadcast Management class at Southern Illinois University-Edwardsville. The Website Manager discussed trends in media and her job duties.
8	Participate in an event/program sponsored by an educational institution relating to broadcast careers.	On January 11, 2011, one of our General Assignment Reporters was a guest speaker at St. Louis University's Media Ethics Class of twenty-three students. The Reporter discussed how ethics play a daily part of our news storytelling and news gathering. Students had the opportunity to ask questions about careers in broadcasting.
9	Participate in an event/program sponsored by an educational institution relating to broadcast careers.	On January 18, 2011, a student from Missouri Baptist College Student job shadowed a News Anchor.
10	Participate in an event/program sponsored by an educational institution relating to broadcast careers.	On January 22, 2011, a Communications student from St. Louis University job shadowed a General Assignment Reporter.
11	Participate in an event/program sponsored by an educational institution relating to broadcast careers.	On January 28, 2011, a Morning News Anchor spoke to two journalism classes with twenty-five students in each class. The Anchor discussed camera skills, editing, news production, story writing, interviewing, and reporting and news development.
12	Participate in an event/program sponsored by an educational institution relating to broadcast careers.	On March 10, 2011, a General Assignment Reporter was a guest speaker at St. Louis University's Multi-Platform Journalism Class of eight students. The Reporter discussed how social media plays a role in daily news gathering and dissemination. Students had the opportunity to ask questions about careers in broadcasting.
13	Participate in an event/program sponsored by an educational institution relating to broadcast careers.	On March 14-18, 2011, our station participated in an extern program through Southern Illinois University where a SIU student shadowed KMOV's Internet and News team.
14	Participate in an event/program sponsored by an educational institution relating to broadcast careers.	On March 24, 2011, a General Assignment Reporter was a guest speaker at St. Louis University's Broadcast Writing Class of twenty-one students. The Reporter discussed how she got to KMOV, top stories she has covered, and answered questions about her career during a question & answer session.
15	Participate in an event/program sponsored by an educational institution relating to broadcast careers.	On March 24, 2011, our Website Manager was a guest speaker at St. Louis University's News Writing class of eighteen students. The Website Manager discussed trends in media, his job duties, and ways to structure one's resume in order to obtain a job in broadcasting.
16	Participate in an event/program sponsored by an educational institution relating to broadcast careers.	On March 25, 2011, a General Assignment Reporter was a guest speaker at St. Louis University's Career Day. The Reporter discussed her career path, the pros/cons of the News business, and offered guidance for future journalists.

	Type of recruitment initiative (menu selection)	Brief description of activity
17	Participate in an event/program sponsored by an educational institution relating to broadcast careers.	On March 28, 2011, our Meteorologist was a guest speaker about weather at Washington High School's Introduction to Broadcast Journalism class of twenty-five students. Among the topics discussed were weather forecasting, severe weather, and weather safety. The students had the opportunity to ask questions about careers in broadcasting.
18	Participate in a Scholarship Program.	In April 2011, KMOV participated in the Missouri Broadcasters Association (MBA) Scholarship program. The station solicited applications, reviewed those applications and submitted a letter to the MBA recommending one recipient. The student KMOV recommended was ultimately selected by the MBA for a \$3,000.00 scholarship (first place).
19	Participate in an event/program sponsored by an educational institution relating to broadcast careers.	On April 13, 2011, our Website Manager and News Operations Manager were judges for Southern Illinois University-Edwardsville's production competition in the Mass Communications Department. The competition involved student projects consisting of a compilation of their work through their senior year of college. Our Website Manager and News Operations Manager reviewed the students' videos, offered their professional opinions on the work, and selected a winner.
20	Participate in an event/program sponsored by an educational institution relating to broadcast careers.	On April 26, 2011, our Meteorologist was a guest speaker about weather at Chaminade College Preparatory School's an Introduction to Broadcast Journalism class of twenty-five students. Among the topics discussed were weather forecasting, severe weather, and weather safety. The students had the opportunity to ask questions about careers in broadcasting.
21	Participate in an event/program sponsored by an educational institution relating to broadcast careers.	On April 27, 2011, a student from Webster University job shadowed an Internet News Producer.
22	Participate in an event/program sponsored by an educational institution relating to broadcast careers.	On May 17, 2011, our Meteorologist was a guest speaker at Alton High School's Science Department. A total of twenty-one students attended. Among the topics discussed were weather forecasting, severe weather, and weather safety. The students had the opportunity to ask questions about careers in broadcasting.

	Type of recruitment initiative (menu selection)	Brief description of activity
23	Participate in an event/program sponsored by an educational institution relating to broadcast careers. (4)	<p>KMOV Station Tours – Designed to provide university students with live broadcasting production knowledge. KMOV’s Website Manager provided these tours on the following dates:</p> <p>10/13/10 – Webster University. Fourteen Mass Communications students were given a tour and viewed the production of the noon newscast.</p> <p>10/29/10 – Thirty students from The National Broadcasting Society, Heartland Region observed the 10am production of “Great Day St. Louis” and viewed the production of the noon newscast.</p> <p>03/11/11 – University of Missouri-Columbia. Twenty students viewed the production of the noon newscast.</p> <p>03/18/11 – University of Missouri-Columbia. Twelve iCOM member/students took a tour to view the News studio.</p>